



Clayton County Parks and Recreation Advisory Board Meeting

Minutes
August 21, 2023



Board Member Attendance:

Ianta Burks, Chairman	BOC Chairman Appointee	Absent
Ronald Miller	District 1 Appointee	Present
Rickey Lovelace	District 2 Appointee	Present
Carlos Benifield, Vice Chair	District 3 Appointee	Present
Tyrone Dillard	District 4 Appointee	Present
Carlos Frazier	Parks and Recreation / At Large	Absent
James Hellerud	Parks and Recreation / At Large	Present

Guest Attendance:

Troy Hodges	Director/Parks and Recreation	Present
Tiffany Moen	Deputy Office Administrator	Present

I. CALL TO ORDER

Vice Chair Carlos Benifield called the meeting to order at 6:28pm. Notice to the public was posted on the Clayton County Parks and Recreation website and social media.

II. RECOGNIZE CITIZENS/PUBLIC COMMENT

Recreation Center Manager Rakim Watson introduced himself to the board and welcome them to the facility. There were two members of the public in attendance who spoke near the end of the meeting.

Drew Andrews introduced himself as a resident of Clayton County. He said that everyone has raved about the water park. He asked if all parks have playground equipment and was informed that all but one park does. He also said that CCPS is always looking for partners.

Regina Deloach introduced herself and is a resident of District 1. She expressed that the trees along the walking path at Rex Park need to be pruned and the brush cut back. The trail ends in a dirt area filled with tree roots. The area should be paved and turn up to avoid walkers having to enter the parking lot. She also added that the park is dark and wondered if solar lights could be installed. She added that CCPR should partner with the schools as they are always looking for safe spaces for kids. Ms. Deloach expressed a need to increase revenue in the gyms which could allow gifting of memberships to youth.

III. APPROVAL OF PREVIOUS MINUTES

The July 17, 2023 meeting Minutes were presented to the Board for review, discussion, and approval. No revisions noted. Rickey Lovelace made a Motion to approve the Minutes and Ronald Miller seconded the Motion. All in favor; no objections. The Motion was approved.

IV. BUSINESS

A. Website Marketing of Parks

Due to Chairman Burks absence, this item was continued to the August agenda.

B. How is CCPR Advertised and Marketed?

Vice Chair Benifield asked how Parks and Recreation is advertised and marketed and if CCTV Channel 23 is being used. Director Hodges said that CCTV Chanel 23 advertises flyers for the department. The water park was advertised at Southlake Mall this spring on their digital advertising kiosks. The department uses county announcements, social media, county and parks websites, internal TVs, and word of mouth. Mr. Dillard asked if the social media insights were being reviewed and Ms. Moen responded that she does look at information about likes, shares, etc. Director Hodges added that the mailing list from Eventbrite is also used to send out information for upcoming events and staff provides information at current events for upcoming events. Mr. Miller spoke about utilizing advertising at events to generate revenue. Director Hodges said that QR codes for surveys are used to allow constituents to provide information and suggestions and Athletics sends out surveys three times per season. He then said that the Get Fit event did something like that where all sponsors could set up a tent and their logo was shown on the jumbotron screen as well.

C. Video Taping Meetings

Vice Chair Benifield stated that this was done in the past and wanted to know if meetings could be livestreamed for people who are unable to attend the meetings in person. Director Hodges thought Zoom was used and not a livestream video. When it was done in the past, we were not able to interact with the audience. Mr. Dillard said that using livestreams the audience cannot interact at all so using Zoom may better. Mr. Miller said that Zoom offers a webinar feature which allows participants to type questions in the chat or unmute to ask questions. Mr. Hellerud added that changing locations monthly could make Zoom difficult because of the hardware required to produce the meeting. Director Hodges stated that Zoom meetings can be tried again if the board wants and should start at the LEC because of the availability of screens there.

Mr. Miller made a Motion to have access to meetings via livestream or Zoom so constituents can access the meetings. Jim Hellerud seconded the motion, and it was approved by all board members. Ms. Moen added that all approved minutes are uploaded to the county website and claytonparks.com.

D. Additional Spin Bikes for Lake Spivey Recreation Center

Jim Hellerud stated that the spin class at Lake Spivey has gotten so popular that they are having to turn people away. He said that the center had two back up bikes that have now been added for regular use and they still do not have enough bikes. He requested that the two additional bikes be purchased for the spin room. Director Hodges stated that the center is already in the process of ordering two additional bikes. Mr. Hellerud added that the spin room is being used as a multiple purpose room and there was talk of moving the bikes into the art room. Director Hodges said the center can move the spin bikes if needed but it depends on the popularity of other programs including Friday Night Game which has been slow so far. The board had further discussion about the game night games, locations, dates, sharing with CCPS,

expansion, etc. Mr. Miller also referenced the Parents Night Out and said there should more throughout the year.

E. Inclusive and Safe Play Spaces

Ronald Miller said this item was talked about previously, but he wants to ensure that playgrounds are safe and inclusive for all youth and water should be accessible at all parks. He added that at the last meeting, the board approved creating committees to present recommendations to the BOC. The board should have work sessions to discuss items and not interfere with the regular board meetings and the public should be present as well. Director Hodges said that he has been looking at playground equipment and is only waiting on the SPLOST funds to be released to start replacing all playground equipment and new equipment will be all inclusive.

Mr. Miller made a Motion to have quarterly work sessions to discuss possible recommendations to bring forth as funding becomes available, bringing in members of the community to discuss issues, and having experts present information. The motion was seconded by Vice Chair Benifield, and it was approved by all board members. Mr. Miller added that the most inclusive playground he has seen in the metro area is in Peachtree Corners and everyone should look it as our playground equipment is upgraded.

V. DIRECTOR'S UPDATE

Parks and Recreation Director Troy Hodges provided an update on current projects and events related to Clayton County Parks and Recreation. Director Hodges informed the Board of the following:

- Spivey Splash Water Park has two weekends left in the season, it has collected over \$1.9 million; and there will be fireworks on September 2, 2023.
- Summer Camp was successful with no major incidents.
- Tennis Resurfacing: Several bids were received; however, only one was responsive but was not signed. Therefore, the item had to be put out for bids again. There may be a possibility of one court having junior court lines.
- Sip & Sounds first concert was last week at CCIP. There are three more remaining every other Thursday.
- The Lake Spivey Road Race is coming up and it has averaged over 200 participants for the last few races.
- There are two additional Movies in the Park in September. One at Rex Park and one at Lovejoy.

VI. OTHER BUSINESS

Tiffany Moen mentioned that the department needs an updated photo of the board when all members are present. Director Hodges asked whether the first Zoom should be a work session or regular board meeting. The board decided that the September meeting will be a work session and the October meeting will be the first Zoom meeting.

VII. ADJOURNMENT

Ronald Miller made a Motion to adjourn the meeting and Tyrone Dillard seconded the Motion. The Clayton County Parks and Recreation Advisory Board Meeting adjourned at 7:25 p.m.